

What is Claimed:

1. A method for providing notifications of changes in a database system comprising:
creating a subscription template;
parameterizing the subscription template to generate a parameter table; and
performing a join between parameter table and parameterized subscription template to generate a query.
2. The method as recited in claim 1, further comprising executing an action upon performing the join, wherein the action comprises any of: performing a query and communicating data from the database system to cooperating computing applications.
3. The method as recited in claim 1, further comprising executing the query.
4. The method as recited in claim 3, further comprising retrieving data from the database system.
5. The method as recited in claim 4, further comprising communicating the data retrieved from the database system to cooperating services and/or computing applications.
6. The method as recited in claim 1, further comprising storing a subscription identification value.
7. The method as recited in claim 6, further comprising associating the subscription identification value with a subscriber.
8. The method as recited in claim 7, further comprising providing notifications to subscribers.

9. The method as recited in claim 1, further comprising adding additional parameters to the parameter table, wherein the additional parameters are not based on the created subscription template.
10. A computer readable medium having computer readable instructions to instruct a computer to perform the method as recited in claim 1.
11. A system to increase subscription scalability in an electronic database environment comprising:
- a database system, the database system capable of accepting and processing subscriptions by cooperating services and/or computing applications, the subscriptions offering query templates for execution on database system to retrieve desired data;
 - a notification manger, the notification manager operating on the database system to identify changes in data in the database system and to provide notifications to the cooperating services and/or computing applications of database system changes; and
 - an optimization module, the optimization module using queries originating from subscribers to create subscription templates which are paramterized to create a parameter table, wherein the parameter table is joined with the subscription template to generate a notification query.
12. The system as recited in claim 11, wherein the optimization module comprises a computing application.
13. The system as recited in claim 11, further comprising a communication means, the communication means for use in communicating data between the database system and the cooperating services and/or computing applications.
14. The system as recited in claim 12, further comprising a spool, the spool used to spool subscription queries.

15. The system as recited in claim 14, further comprising a filter, the filter used to filter out subscription queries.
16. The system as recited in claim 11, further comprising an execution module, the execution module executing the notification query on the database system.
17. The system as recited in claim 11, wherein the notification manager and the database system reside in the same data environment.
18. The system as recited in claim 17, wherein the notification manager, the database system, and the optimization module reside in the same environment.
19. The system as recited in claim 11, wherein the parameter tables comprises any of query constants, subscriber identification information, and subscriber routing information.
20. A method for increasing subscription scalability in electronic data environments comprising:
 - accepting subscriptions from cooperating services and/or computing applications by a database system;
 - processing the subscriptions to generate query templates, the query templates having queries;
 - paramaterizing the query templates to generate a parameter table; and
 - joining the parameter table with the query templates to generate a notification query.
21. The method as recited in claim 20, further comprising spooling the query templates.
22. The method as recited in claim 21, further comprising filtering the query templates.
23. The method as recited in claim 22, further comprising executing the notification query.

24. The method as recited in claim 23, further comprising communicating the results of the notification query to the cooperating services and/or computing applications.
25. The method as recited in claim 20, further comprising adding parameters to the parameter table not originating from the query templates.
26. A computer readable medium having computer readable instructions to instruct a computer to perform the method as recited in claim 20.